ENGAGE • EDUCATE • EMPOWER

# Sutter County Health and Human Services Public Health Brand Guide

## Logo Refinement, Vectorization & Branding Standards

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# Purpose of the Guide

To maintain consistency and integrity of the Sutter County Public Health brand across all applications.



## Primary Logo

The primary logo (without the tagline) should be used in most applications to ensure consistency, clarity, and brand recognition.



## Secondary Logo

The tagline version of the logo is reserved exclusively for large-scale materials where the additional text can be displayed clearly and appreciated without compromising legibility. Examples include cover pages of documents, event banners, and tablecloths.

The finalized logo for Sutter County Public Health presents a clean, balanced, and symbolic representation of the department's branch mission to serve and uplift the community.

The mountains convey strength, stability, and protection—qualities essential to public health infrastructure. Their upward flow symbolizes growth and resilience, echoing the department's branch forward-thinking vision.

A rising sun behind the peaks represents hope and renewal. It serves as a visual metaphor for progress and the daily dedication of those working to improve the well-being of Sutter County residents.

A bird in flight introduces a human element—symbolizing peace, compassion, and outreach. It reinforces the inclusive and caring nature of public health services, extending beyond clinical care into trust-building with the community.

At the base of the mark, the flowing green and blue lines evoke Sutter County's natural landscape, referencing the local rivers and agricultural land. These curved elements also represent balance and motion, conveying a sense of adaptability and life.

Framed in a circular badge, the composition speaks to unity, inclusiveness, and continuity. It is highly functional and scalable across a range of print and digital applications.

Finally, the tagline "Engage · Educate · Empower" anchors the logo with purpose. Its placement and structure reinforce the department's commitment to community connection, informed action, and long-term impact.

# Logo Versions

To ensure versatility and consistency across various applications, the Sutter County Public Health logo has been developed in four official formats. Each version is optimized for specific use cases, including print, digital, promotional, and low-contrast environments.

## Full Color



Recommended use: Web, print materials, presentations, signage, marketing materials

## Grayscale



Recommended use: Black and white documents, low-budget printing, newspapers, or internal forms.

## Outline



Recommended use: Monochrome branding, merchandise imprinting, specialty print processes.

## Solid Black



Recommended use: Faxed documents, stamps, screen printing, or when color use is restricted.

# Logo Colors

Use CMYK values for print materials to maintain color fidelity.
Use HEX values for all digital formats (web, social media, apps).
Keep contrast accessibility in mind—especially between the blue text and light backgrounds.

**\* CMYK:** *Stands for Cyan, Magenta, Yellow, and Key (Black)*
*the four primary inks used in color printing.*

| | |
|---|---|
| **#3D7694** | **C:79.58 M:45.76 Y:28.5 K:4.33** |
| **#4BA8D0** | **C:65.69 M:18.79 Y:7.51 K:0** (Only for gradient in the river) |
| **#98DFED** | **C:.36 M:0 Y:7 K:0** |
| **#FBAC24** | **C:0 M:36.47 Y:95.69 K:0** |
| **#6D8F9B** | **C:61.18 M:34.12 Y:32.55 K:1.96** |
| **#7FBB42** | **C:55.9 M:3.79 Y:100 K:0** |

# Co-Branding Logos

When co-branding Sutter County Public Health with other departments or branches, partner organizations, or agencies, it is important to maintain consistency and visual clarity.

When displaying the Sutter County logo alongside another logo (e.g., department, city, or external partner), ensure the following guidelines are followed:

**0.4 in**
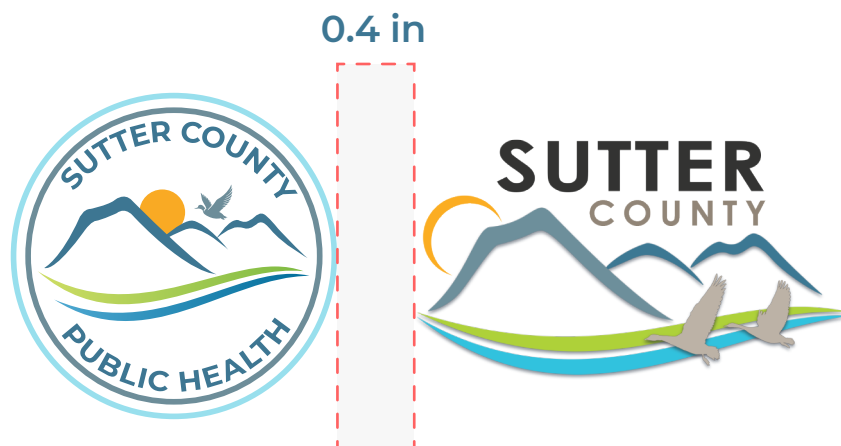
- Clear Space: A minimum of 0.4" of clear space must be maintained between the Sutter County Public Health logo and the co-branded logo to avoid visual clutter.

- Size Relationship: The Sutter County Public Health logo should be equal in visual weight to the partnering logo. If logos are placed side-by-side, they should appear balanced and proportionate.

- Alignment: Logos should be aligned either by center, top, or bottom, depending on the layout and context, to maintain visual harmony.

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# SUTTER COUNTY PUBLIC HEALTH

ENGAGE, EDUCATE, EMPOWER

## Montserrat Bold

**ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890!**

## Montserrat Regular

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890!

# Typography and Font Use

To maintain brand consistency, the font within the Sutter County Public Health logo **must never be changed or replaced.**

Please note:

All official logo files provided are converted to outlined text, ensuring the typography remains intact regardless of the user's system fonts.

While the original logo uses a customized version of the Montserrat typeface, we understand that Montserrat is not always available, particularly for Microsoft users.

For everyday use in tools like Outlook, Word, or PowerPoint, we recommend the following system-friendly alternatives to pair with the logo:

- **Helvetica (preferred)**

- **Arial (widely available and acceptable)**

- **Calibri (if Helvetica is unavailable)**

These alternatives should be used for email signatures, internal documents, and digital communications, but never within or as part of the logo itself.

# Logo Clear Space & Minimum Size

To ensure brand recognition and visual clarity, the Sutter County Public Health logo must always remain legible and prominent across all applications.

**Clear Space Requirements**
To protect the logo from visual interference, maintain a clear space around all sides of the logo equal to half its height.

Example:
If the logo is 1 inch tall, the minimum clear space must be 0.4 inches on all sides.

This area must remain free of any text, graphics, images, or other design elements.

Clear space helps the logo stand out and reinforces brand consistency across departments, materials, and platforms.
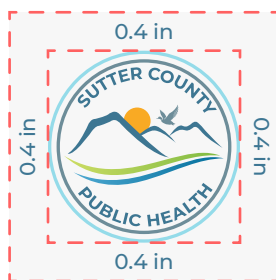


**Minimum Size Requirement**
To maintain legibility and professional presentation:

Print Materials: The logo should never be smaller than 1 inches in height.

Digital Use: On screens, keep the logo at a size where all elements remain crisp and readable. Avoid scaling below 75 pixels in height.

*Do not stretch, compress, or alter the proportions of the logo to fit design needs. Always scale proportionally.*

# Incorrect Uses of the Logo

To maintain the integrity and professionalism of the Sutter County Public Health brand, please avoid the following misuses of the logo:

## Do not distort

Do not stretch, compress, or alter the proportions of the logo in any way.

## Do not change the colors arbitrarily

Only use the approved brand colors. Avoid replacing them with non-brand colors.

## Do not place the logo on low-contrast backgrounds

Ensure there is enough contrast between the logo and the background for clear visibility.

## Do not rotate, crop, or add effects (like 3D or glows)

The logo should remain clean and unaltered. Avoid any modifications not explicitly approved.

# Logo File Formats: When to Use Each One

Sutter County Public Health's official logo is provided in multiple file formats to ensure it can be used correctly across different media and applications. Use the guide below to determine which format to choose based on your needs.

## PNG
Best for digital use, including websites, email signatures, Word documents, and PowerPoint presentations.
It has a transparent background and keeps the logo sharp.
Not recommended for large print projects.

## JPEG (or JPG)
Good for general use in digital documents, emails, or quick previews.
Does not support transparency.
Avoid using on colored backgrounds or when a crisp edge is needed.

## PDF
Great for high-quality print materials, brochures, and reports.
Maintains vector quality.
Not meant for use in websites or email signatures.

## SVG
Best for websites and apps where scalability is important.
Stays sharp at any size.
Recommended for designers and developers, but not ideal for Word or PowerPoint.

## EPS
Used for professional printing or when working with designers using software like Adobe Illustrator.
It's scalable and editable but not supported in most standard office programs.